REMARKS

Applicant thanks the Examiner for considering Applicant's prior arguments and entering amendments to the claims. Applicant requests that the Examiner amend claims 1, 15, 19, 28, 34-36, and 38-40, and cancel claim 18. Amendments to the claims are not an acquiescence to any of the rejections. Silence with regard to any of the Examiner's rejections is not an acquiescence to such. Specifically, silence with regard to Examiner's rejection of a dependent claim, when such claim depends from an independent claim that Applicant considers allowable for reasons provided herein, is not an acquiescence to such rejection of the dependent claim(s), but rather a recognition by Applicant that such previously lodged rejection is moot based on Applicant's remarks and/or amendments relative to the independent claim (that Applicant considers allowable) from which the dependent claim(s) depends. Furthermore, any cancellations of and amendments to the claims are being made solely to expedite prosecution of the instant application. Applicant reserves the option to further prosecute the same or similar claims in the instant or a subsequent application. Upon entry of the Amendment, claims 1-7, 9-17, 19-30, and 32-40 are pending in the present application.

Claim Rejections - 35 U.S.C. § 103(a)

The Examiner rejected claims 1-7, 9-30, and 32-40 under 35 U.S.C. § 103(a) as

being unpatentable over U.S Patent No. 5,737,581 to Keane in view of U.S. Patent No.

5,897,629 to Shinagawa et al.

Applicant has amended independent claims 1, 15, 28, 34-36, and 38-40 to more

explicitly state the communications that occur between Applicant's customer model and

business model. Applicant's amended claims 1, 15, 28, 34-36, and 38-40 all now require,

among other things, that a business-model environment be described that includes computer-

simulateable customer models that patronize the business models and the business models

respond to the customer models' patronizing them by sending values to the customer models

that patronize the business models. Thus, Applicant's amended independent claims require

that customer models communicate, in the form of patronizing, with the business models,

and that in response to that communication, the customer model receives values from the

business models. There are at least some values that a business model sends a customer

model only in response to the customer model's patronizing that business model. So the

simulation tends to reflect the real world more efficiently. Thus, two communications take

place in a particular order: (1) first, the customer models patronize the business models, and

(2) second, the customer models receive values from the business models in response to (1).

The Examiner has cited to Fig. 4 and Fig. 8 of Keane, described at col. 7 line 5 to col. 8 line

25, and col. 14 line 52 to col. 15 line 15, respectively, as disclosing these features.

Applicant makes no comment on whether any of the cited models of Keane teach or suggest

Applicant's claimed business model and customer model. However, it is clear that Keane

fails to teach or suggest customer models patronizing business models, and in response, customer models receiving value from business models. Rather, Keane teaches, as shown in Fig. 2 (described at col. 5 lines 28-55), that applying the consumer model to the product flow data 212 requires that the business model first send the product flow data 212 to the consumer model. In response, the consumer model sends product purchased data 214 to the accounting model and the consumer model sends market demand and returns data 227 back to the business model; *see also* Fig. 8, which depicts the consumer model (described at col. 14 line 53 to col. 15 line 15). Thus, Keane teaches that a consumer model receives values from a business model without having first communicated with a business model by patronizing it. The consumer model does not receive values from the business model in response to the consumer model patronizing the business model, but rather because the business model is configured to send those values. Thus, Applicant's amended independent claims 1, 15, 28, 34-36, and 38-40 are not taught or suggested by Keane, either alone or in combination with Shinagawa et al., and thus Applicant's amended independent claims 1, 15, 28, 34-36, and 38-40 are all allowable.

Because Applicant's amended independent claims 1, 15, 28, 34-36, and 38-40 are allowable, Applicant's dependent claims 2-7, 9-14, 16-27, 29-23, and 37 are also allowable.
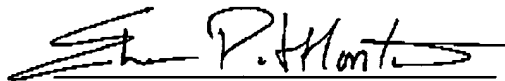
CONCLUSION

Applicant believes this Amendment and Response to be fully responsive to the present Office Action. Thus, based on the foregoing Remarks, Applicant respectfully submits that this application is in condition for allowance. Accordingly, Applicant requests allowance of the application.

Applicant invites the Examiner to contact the Applicant's undersigned Attorney if

any issues are deemed to remain prior to allowance.

Respectfully submitted,

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